

## **PROCEEDINGS OF THE BROWN COUNTY NEVILLE PUBLIC MUSEUM GOVERNING BOARD**

Pursuant to Section 19.84, Wis. Stats., a meeting of the **Brown County Neville Public Museum Governing Board** was held at 4:30 p.m. on Monday, June 22, 2009, at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

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PRESENT: Kevin Kuehn, Kramer Rock, Charlie Schrock, Adam Warpinski

EXCUSED: Kathy Johnson, Pat Wetzel

ALSO

PRESENT: Gene Umberger, Jill Champeau, Becky McKee

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1. **CALL MEETING TO ORDER**

Chairman Kevin Kuehn called the meeting to order at 4:30 p.m.

2. **APPROVE/MODIFY AGENDA**

**Motion made by Charlie Schrock and seconded by Kramer Rock to approve the agenda. Vote taken. MOTION APPROVED UNANIMOUSLY.**

3. **APPROVE/MODIFY MINUTES OF MARCH 23, 2009**

**Motion made by Adam Warpinski and seconded by Charlie Schrock to approve the minutes. Vote taken. MOTION APPROVED UNANIMOUSLY.**

4. **DEACCESSIONING REPORT**

Two items being requested for deaccessioning:

- Quilt (recorded in 1940) with red pieced triangular patches, which is in very poor condition. Means of disposition would be to a consignment auction.
- Two concrete bases for an anchor and propeller currently located outside in front of the museum. The concrete bases will be dismantled and the anchor and propeller will be housed inside of the museum. They have become very worn and no longer fit in with the updated landscaping, which is still being worked on.

**Motion made by Kramer Rock and seconded by Charlie Schrock to deaccession a quilt (Object #800/346) and two concrete bases (Object #10,913/1981.26). Vote taken. MOTION APPROVED UNANIMOUSLY.**

5. **COMPACT STORAGE**

We have been moving along with our plans to obtain compact storage. Kevin Kuehn expressed the desire to officially submit a bonding proposal request to the Department of Administration and County Executive for this project. Gene has worked up a draft bonding proposal request, but is still waiting on some information and price quotes from Facilities Management for various parts of the project which they will do in house or contract out. Gene hopes to have this information in time to submit the request, which is due to Administration by July 3. The Department of Administration and County Executive

considers all departmental requests and prioritizes the projects into a 5-year plan. Gene indicated that he would like to see this project started as soon as feasible.

**Motion made by Kramer Rock, and seconded by Charlie Schrock, that the Neville Public Museum Governing Board respectfully submits a request for approval of a bonding proposal for compact storage at the Neville Public Museum of Brown County. Vote taken. MOTION APPROVED UNANIMOUSLY.**

6. UPDATE ON STRATEGIC PLAN

Gene distributed a summary review of progress on the museum's strategic plan, and highlighted a few items.

Reaccreditation

On August 13, 2008, the Neville attained re-accreditation by the American Association of Museums. The accreditation is good for ten years. Gene thanked Charlie Schrock for his assistance in this endeavor.

Visitors

The NPM Foundation Board has been focusing on additional ways to increase membership in Friends of the Neville.

Programs

To continue with our successful joint programming with the Brown County Library, we will once again collaborate with them on their summer reading program. Last year it was tied to our *Art and the Animal* exhibit, and this year will correlate with our *Spiders!* exhibit.

In exchange for use of some of the Neville's photos and film, Arketype is going to provide some in-kind services to the Foundation, such as to enhance the Museum's logo.

We have been working with Mary Sue Fenner, a graphic arts instructor at NWTC, to have some of her students work on some projects for us, which has resulted in a very successful partnership.

Collections

We are preparing a request for the county's capital improvements bonding plan for the acquisition of high density compact storage units and renovation of Collections storage.

Funding

An Art Guild was formed to help defray the costs of art exhibits, which are often the hardest to fund.

The Foundation President continues to tap into local funding sources not approached before, e.g. Sam's Club, which funded the exhibit *Trilobite Treasures*; Wal-Mart, which is contributing to the Children's Only Shop that will be added this year to the Prange exhibit; Kohl's, which is contributing to the Children's Only Shop, and is also offering volunteer help; M&I Bank, which is contributing to the Prange exhibit.

Paypal has been added to the museum's website for individuals wishing to contribute to the Foundation.

**Motion made by Charlie Schrock, and seconded by Adam Warpinski, to receive and place on file. Vote taken. MOTION APPROVED UNANIMOUSLY.**

7. DIRECTOR'S REPORT

Gene highlighted some areas of his April-June report, which he distributed.

There has been a change with the dates of the *Spiders!* exhibit, which was originally going to be through November 8. Given the vacancy of the Curator of History and the finances of the NPM Foundation, we cancelled the Civil War exhibit and decided to prolong the *Spiders!* exhibit—it will close for one week (Nov. 9-13) while being transported to the second floor. It will then continue until May 23, 2010. The remainder of the timeframe that would have been the Civil War exhibit will probably be a three month art exhibit.

Gene encouraged the Board members to stop down and visit with our artists in residence and told them that they may be amused by Mindy Sue Meyers, who does “sculptural objects that represent sweets.”

Students from NWTC designed a new internal visitor's map for the museum. It still is not finalized, but will be soon. NWTC will also cover the cost of printing a large batch of them for us in the fall. Gene distributed a copy of the draft design.

The Neville received the 2009 Best of the Bay “Local Museum” *Green Bay Press-Gazette* Reader's Choice Award.

Becky McKee reported on the following on behalf of the Neville Public Museum Foundation:

- Two e-newsletters have been sent out, which are e-mailed the first Tuesday of each month. We have close to three thousand recipients, and continue to build on that. Eventually, she would like to see the e-newsletter sent out twice per month.
- Becky passed around a photo of museum volunteers taken at our volunteer recognition program. The photo was published in the Community Snapshots along with the Musepaper.
- One of the classes from NWTC developed several designs for t-shirts, sweatshirts, sport shirts, etc. to be sold in the Gift Shop. Kevin asked how the Gift Shop is doing and Becky informed him that it is doing well, although we are still looking for weekend volunteers. We may eventually have to pay for weekend help; in the long-term she thinks we will come out ahead, especially around Christmas.

Kevin asked Becky how fundraising is going. Becky stated that most of the local sources she has been soliciting, which are typically smaller, have been successful. The bigger sources (\$5,000 to \$10,000 range) are hard to find. Right now, they are readjusting their budget and repositioning some money. On Tuesday, Becky is proposing to the Foundation Board, a three-tiered plan to adjust their budget and finances. Until that time, she prefers not to reveal any specific information. In the short term, they are working on a membership drive and readjusting their budget. In the long term, Becky would like to see the number of Foundation Board members grow to 13+ people, so that they have a larger outreach to corporations and different sets of “friends.” There is also more of an opportunity for these people to take on special projects which raise money and awareness for the Foundation.

**Motion made by Adam Warpinski, and seconded by Charlie Schrock, to receive and place on file. Vote taken. MOTION APPROVED UNANIMOUSLY.**

8. SUCH OTHER MATTERS AS ARE AUTHORIZED BY LAW

Charlie Schrock informed the group that with his relocation to Chicago, he regretfully will have to leave this board and will contact Gene regarding his official resignation date. He has enjoyed learning about and being part of this organization. Gene thanked Charlie and expressed his appreciation for all of his support on various projects. We will miss him and wish him all the best.

9. ADJOURNMENT

**Motion made by Adam Warpinski and seconded by Kramer Rock to adjourn at 5:00 p.m. Vote taken. MOTION APPROVED UNANIMOUSLY.**

Respectfully submitted,  
Jill Champeau

**Next Meeting**  
Monday—September 28, 2009  
4:30 p.m.

## REVIEW OF PROGRESS ON STRATEGIC PLAN

JUNE 2009

The strategic plan is to be reviewed annually and the last review was in June 2008.

There are six sections to the plan: re-accreditation, visitors, programs, collections, funding, and staff/ volunteers. Satisfactory means that we are doing well and it's ongoing.

**I. Re-accreditation:** The five strategies under the goal of renewing American Association of Museums accreditation were completed. [completed]

- Subsequent accreditation was awarded on August 13, 2008, by the AAM Accreditation Commission

**II. Visitors**

**A. Enhance community-wide support.**

1) New marketing plan created by Foundation President Becky McKee (April 2009) [satisfactory]

- Further develop E-Newsletter (almost 3,000 current recipients), Facebook and Twitter on the website
- Continue to participate in The Little Gift Bag, LLC program in which gift bags are given to people moving into the area (250 per month)
- Reach out to students at local college and university through student newspapers

2) Develop a vibrant "Friends of the Neville" group [increasing progress made]

- Foundation Board met in June to brainstorm how to focus on increasing memberships
- Discounts on memberships offered at various times to different groups and through various marketing opportunities (e.g., N.E.W. Real Deals coupon book)
- Memberships promoted in Gift Shop and at Reception Desk
- Membership committee redoing levels of membership—cost and benefits
- Color calendar, noting numerous museum events, offered as a benefit of membership

3) Create portable display unit of historic photographs to be periodically moved around to different locations in the community [completed]

- Eventually found it more useful to *redo* the unit to focus more on exhibit related promotion; currently being used in the Brown County Central Library

4) Develop partnerships with media [satisfactory]

- Media releases and calendar of events increasingly published by a wider variety of media outlets
- Media coverage of *Art and the Animal* exhibit made possible through JEM grant; *Outdoor Wisconsin* taped here before exhibit opened

**B. Create a clear perception of what the museum is.**

1) Develop a "hook" [no progress]

- May possibly be addressed this summer as we plan to have Arketype look at updating our logo (but not change the fundamental design)—a phrase could become part of it, replacing the traditional "An educational and cultural resource of Brown County"

**C. Become "edgy."**

- 1) Get a sense from various constituencies about the kinds of exhibits and programs they would like, while at the same time looking for such opportunities that would be challenging/thought-provoking [satisfactory]
  - *Art and the Animal* (8/30/08-11/2/08): extensive exhibit (more than 2 galleries) showcasing interpretations of wild and domestic animals by national and international artists; cooperative partnerships with over 20 organizations
  - *Fighting the Fires of Hate* ( 11/22/09-1/1/09): about the Nazi book burnings in 1933; 2 presentations scheduled to go along with exhibit: Guy Stern, Holocaust scholar and co-curator of exhibit, and Henry Golde, author of book about being a Holocaust survivor
  - *Amazing Feats of Aging* (1/31/09-5/3/09): 40 interactives in a carnival-like atmosphere
  - *Aging in America* (2/14/09-4/12/09): photographic exhibit portraying what it means to grow old
  - *Paintings by Rafael Francisco Salas* (4/25/09-8/16/09): work of a dream-like quality by an artist who is on the faculty of Ripon College

### III. Programs

#### A. Develop, strengthen, and maintain partnerships with like or key organizations.

- 1) Work with organizations that have similar goals [satisfactory/ongoing: LIR, Green Bay Film Society, Einstein Project, Girl Scouts, Boy Scouts, etc.]
  - *Amazing Feats of Aging* exhibit provided a opportunity to offer a special program to the Girl Scouts
  - Curator of Education participated in Bay Beach Wildlife Sanctuary's Spring Wings event, talking about spiders during run of exhibit
- 2) Develop collaborative programs with others [satisfactory/ongoing]
  - Worked with the City for the 2008 July 4th Festival Foods Fire Over the Fox event, which located the Family Zone Stage (and related activities) in the museum's parking lot, and for 2008 June's Kids Day (reduced fee for kids wearing special bracelet)
  - Worked with Art Events, Inc.'s 2009 Bayfest as part of the festival site, which used the parking lot for Adventure Zone and stage; offered a special reduced admission fee to the Museum
  - Cooperated with The Einstein Project's 2009 *Butterflies & Friends on Parade* project by locating one of the sculptures in our flower garden
  - Cooperated with the DNR by mounting an exhibit in our meeting rooms for their Waterfowl and Pheasant Stamp Design Contest for which they provided a reception
  - Worked with the organizers of Farm Technology Days, a major county event, to have a booth in the Youth Tent to promote the museum and also offer activities for visitors
  - Joint project with Brown County Library: Wildlife Artists and *Librarians Gone Wild* program at the Museum in connection with the *Art and the Animal* exhibit
  - As a member of the Brown County Federation of History Museums, participated in History Passport promotion
  - Gave tours, including behind-the-scenes, to attendees to the Historic Sites Division of the Wisconsin Historical Society's annual conference held in Green Bay
  - Worked with NWTC classes on designs for Gift Shop merchandise and internal map for visitors

#### B. Mount exhibits that will bring people back.

- 1) Increase number of edgy/controversial exhibits and develop a sense of what would be considered edgy in each of the three disciplines—art, history, and science [satisfactory—see above]
  - 2) Increase use of interactives [satisfactory progress]
    - Included in *Amazing Feats of Aging* (1/31/09-5/3/09) and *Spiders!* (5/16/09-5/23/10)
  - 3) Look for ways to appeal to both adults and children in a given exhibit [satisfactory; primarily through interactives]
  - 4) Renovate permanent exhibit [planning will wait until we are able to acquire compact storage for collections]
- C. Develop, maintain, and improve the museum as a resource to schools.
- 1) Develop exhibits that meet school academic standards [satisfactory]
  - 2) Place academic content on website [satisfactory; done routinely]
  - 3) Develop outreach programs to schools [ongoing]
    - Susan Frost, Foundation Board member and part-time teacher at UW-Green Bay, periodically invited Trevor Jones, former Curator of History, to speak to her classes

#### IV. Collections

##### A. Maximize the use of the collections.

- 1) Get collections on website [minimal progress]
  - Louise Pfothner, Curator of Collections, is working with the web designers on efficient way to get collections on the web
- 2) Collaborate with other organizations' events and programs [satisfactory]
  - We host the Green Bay Art Colony exhibit each year and the congressman's *Artistic Discovery* exhibit
  - Collaborated with Preble High School history teachers and UW-Green Bay Professor Andrew Kersten to digitize and make accessible the Museum's archival collection of records relating to local soldiers and WWI, which could then be used to support an exhibit at the Museum and to revise the high school history curriculum (made possible by a *Save Our History* grant)

##### B. Increase storage capacity for collections (added to the Plan by the Museum Governing Board at December 2007 meeting) [satisfactory]

- 1) In the process of preparing a Capital Improvements Bonding Plan for submission for 2010 that will cover the acquisition of High Density Compact Storage Units and renovation of Collections Storage (addition of a fire suppression system, change lighting design, paint walls, seal floor, etc.)

#### V. Funding

##### A. Look at different funding opportunities that have not been fully utilized before.

- 1) Better communicate the existence of the non-profit support group (satisfactory)
  - Art Guild formed to help defray costs of art exhibits, which are often the hardest to fund
  - 2008 Astor Tea Party Series—intent is to do this every couple of years; raises money and helps to promote membership
  - Foundation President continues to tap into local funding sources not approached before, e.g. Sam's Club, which funded exhibit *Trilobite Treasures*; Walmart, which is contributing to Children's Only Shop that will be added this year to the Prange exhibit; Kohl's, which is contributing to the Children's shop, but also offering volunteer help; M & I Bank, which is contributing to the Prange exhibit

- Pam Sloma, Assistant to the Director, has taken over production of *Musepaper*, which helps, in part, to raise funds
- Becky is attending a number of community service groups and getting the word out about the Foundation and the Museum
- Paypal added to Museum website for making contributions to the Foundation
- 2) Enhance gift shop [satisfactory; ongoing]
  - Effort ongoing to increase the number of volunteers working in the shop in order to expand the hours that it is open; basically open Monday to Friday with some variations, and also open some Saturday mornings
  - Restocking of merchandise ongoing
- 3) Cultivate funding sources outside of area [some progress]
  - JEM grant received for *Art and the Animal*

## **VI. Staff and Volunteers**

### **A. Maintain appropriate level of staff and volunteers/interns.**

- 1) Identify priorities for staff positions and strive to keep core positions filled [no change from prior report]
- 2) Develop a stronger volunteer/intern group [some progress]
  - More volunteers added to run the Gift Shop